

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/19 thru 07/25. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
			PREVIO	US WEEK	(PREVIOUS YEAR								
	Feature Rate		7% of 23	,200 sto	res	37	.0% of 23	3,200 sto	res	32.3% of 22,500 stores				
		X L	ARGE	LARGE		X LA	X LARGE		LARGE		X LARGE		RGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			500	1.34			2,160	1.17	40	1.61	930	1.43	
G	White 18 pack	60	2.11	370	2.28	10	2.25	310	2.23			580	2.01	
U	Brown 12 pack											10	1.28	
ĭ	USDA GRADE A													
A	White 12 pack	20	1.10	5,270	1.49	140	1.46	2,310	1.13	10	1.50	2,540	1.28	
R	White 18 pack			710	1.93			670	2.36			600	1.59	
	Brown 12 pack			10	1.49			10	1.39			30	1.77	
	USDA ORGANIC													
_	White 12 pack													
S	Brown 12 pack			510	4.35	30	3.99	530	4.37	20	3.49	500	4.12	
E	OMEGA-3													
C	White 12 pack	80	2.76	1,350	2.58	550	2.81	270	2.25	350	2.99	820	2.67	
ī	Brown 12 pack			170	3.49			50	2.79	20	3.99	70	3.39	
Δ.	CAGE-FREE													
î	White 12 pack			1,290	2.66			230	2.93	140	2.79	1,880	2.58	
Ŧ	Brown 12 pack			1,830	2.73			790	3.00			2,640	2.74	
Y	VEGETARIAN FED													
•	White 12 pack			120	2.99							20	2.50	
	Brown 12 pack	120	2.99	390	3.15	170	2.99	170	2.94	10	2.50	50	3.00	

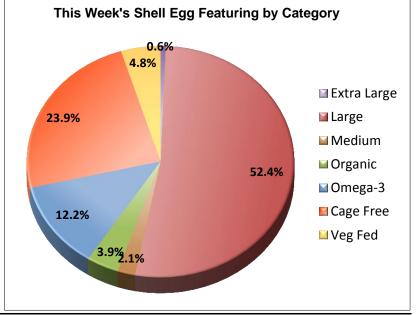
Brown 12 pack 120	2.99 390 3.	15 170 2.99	170 2.94	10 2.50	50 3.00
Large White Eggs - G	rade A or better, avg.	feature price conve	rted to \$/dozen		
1.60					
1.45					1.46
1.30			1.33		
1.15	1.24	145		1.22	
1.15		1.15			
1.00 Jun 14-20 Jun 22	1-27 Jun 28-J	ul-04 Jul 09	5-11 Jı	ul 12-18	Jul 19-25

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	6,940	5,610	4,740	Large Eggs on
Specialty	5,860	2,790	6,520	Jul-15-2013
Total (includes MD)	13,080	8,870	12,060	431.6
Special Rate 4/:	4.5%	3.4%	0.9%	up 3.0%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Promotions of regular shell eggs are higher in number again this week as retailers continue actively featuring shell eggs. The average price of Large white eggs, Grade A, or better to consumers has yet to find a steady level and is sharply higher. Grocers have a larger number of "no price" specials in place this week as an added incentive to attract shoppers to their establishment. Ads for Extra Large eggs are lackluster, however Medium eggs are holding a steady level of visibility in circulars. Featuring of specialty shell eggs is on the rise. Cage-free and Omega-3 type eggs are most commonly featured this ad cycle. Promotional activity for liquid eggs sharply declines.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

				NORTHE	AST U.S.			SO	UTHE	AST U.S.			MIDW	EST U.S.				
			(CT,DE,MA	A,MD,ME,	NH,NJ,NY,PA,R	I,VT)		(AL,FL,GA	A,MS,NC	S,SC,TN,VA,WV	′)	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
		ture Rate ^{1/} vity Index ⁴		sampled outlets 0 (includes Med					ampled outlets (includes Med		40.3% of 4,200 sampled outlets Activity Index = 2,420 (includes Medium)							
CLASS		CI ASS	EXTRA LARGE LARGE					EXTRA LARGE LARGE				EXTRA	LARGE	LA	RGE			
			Price Range Stores	es Avg 3/	Price Range	Stores	Avg 3/	Price Range Stores	Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/		
11	SDA	White 12 pack												1.19	10	1.19		
_	RADE	White 18 pack																
	AA	Brown 12 pack																
		MEDIUM	White	12 pack				White 12	2 pack				White 12 pack					
		White 12 pack			1.19 - 1.67		1.40			0.99 - 1.67	2,700 1.56	1.00	10 1.00	0.49 - 1.67	600	1.28		
_	SDA	White 18 pack			1.88 - 1.99		1.99			1.98 - 1.99	100 1.99			1.88 - 1.98	230	1.91		
GF	RADE	Brown 12 pack	\\/\bar{\alpha}	40 - a alı	1.49		1.49	\\/\:\ta_40	\ I-	0.00 0.00	00 447		\\/\bita 40 ===	0.00 4.00	50	0.00		
Α	A	MEDIUM		12 pack 30 pack	1.00	10	1.00	White 12 White 30	-	0.98 - 2.00	80 1.17		White 12 pack White 30 pack	0.93 - 1.00	50	0.98		
	USDA	A ORGANIC							•				·					
		White 12 pack																
S		Brown 12 pack			3.99 - 4.69	420	4.45							3.39	20	3.39		
Р	OME																	
E		White 12 pack	2.50 - 2.99 8	0 2.76	1.66 - 2.99	710	2.77			1.99 - 2.65	290 2.32			1.99 - 2.50	300	2.36		
ĭ		Brown 12 pack			3.49	170	3.49											
۱ ۵	CAG	E-FREE																
Ĺ		White 12 pack			2.79	20	2.79			2.50 - 3.29	480 2.60			2.50 - 3.29	600	2.64		
T		Brown 12 pack			2.00 - 3.59	400	3.15			2.50 - 3.29	680 2.57			2.50 - 3.29	600	2.64		
Υ	VEGE	TARIAN FED																
		White 12 pack			2.99		2.99											
		Brown 12 pack		0 2.99		390	3.15	22					MARTIN					
					NTRAL U.S			so		EST U.S.				WEST U.S.				
_		1/	, , ,		,MO,NM,OK,TX,I				(CA,HI	,			, , ,	,OR,WA,WY)				
		ture Rate 1/	30.8% of 4,200 sampled outlets						,	ampled outlets		28.8% of 1,200 sampled outlets						
	Acti	vity Index 2/	Activity Index = 1,120 (includes Medium) 0.88 - 1.50				Activity Index	= 1,070	(includes Med		Activity Index = 400 (includes Medium) 5 1.50 2							
U	SDA	White 12 pack			0.88 - 1.50			0.00 0.05 00	0.44	1.19 - 1.50	290 1.45				20	1.50		
GF	RADE	White 18 pack			1.79 - 2.49	30	2.37	2.00 - 2.25 60	2.11	1.79 - 2.49	290 2.33			1.88 - 1.99	50	1.94		
	AA	Brown 12 pack MEDIUM	\/\hito	12 pack	0.80	50	0.80	White 12) pook	1.33	10 1.33		White 12 pack	0.80 - 1.00	20	0.89		
		White 12 pack	vviile	12 pack	1.50		1.50		1.19	1.50 - 2.50	280 1.52		write 12 pack	1.39 - 1.50	200	1.43		
- 11	SDA	White 18 pack			1.69 - 1.98		1.81	1.19 10	1.13	1.50 - 2.50	200 1.32			1.55 - 1.50	200	1.43		
	RADE	Brown 12 pack			1.00	110	1.01											
•	A		White	12 pack	0.88 - 0.93	40	0.91	White 12	nack				White 12 pack					
		MEDIUM		30 pack				White 30	-				White 30 pack	1.99	20	1.99		
	USD	A ORGANIC							•				'					
		White 12 pack																
S		Brown 12 pack								3.99 - 4.59	30 4.15			3.99	40	3.99		
P	OME	GA-3																
E		White 12 pack			2.50	40	2.50							3.99	10	3.99		
ĭ		Brown 12 pack																
À	CAG	E-FREE																
L		White 12 pack			2.50 - 2.99		2.83			2.99	70 2.99							
Т		Brown 12 pack			2.39 - 2.50	80	2.45			2.99 - 3.99	30 3.28			2.99	40	2.99		
Υ	VEGE	TARIAN FED																
		White 12 pack																
		Brown 12 pack						ews - (515) 284-4471					_			2 of 3		

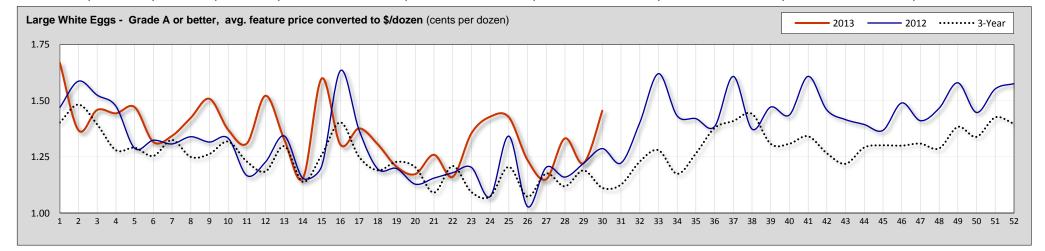
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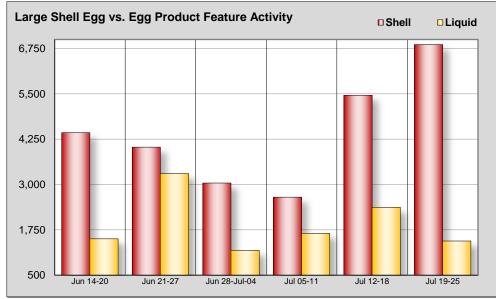
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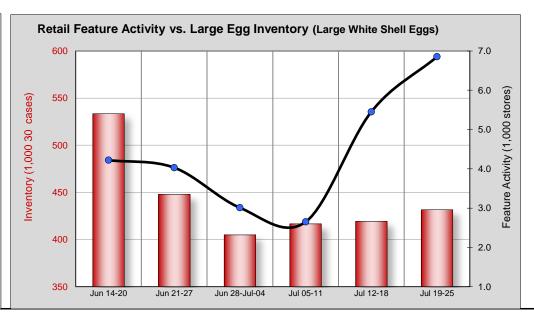
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/19 thru 07/25.

(prices in dollars per carton)

EGG	THIS	LAST	LAST	NORTH	IEAST	SOUTH	IEAST	MIDV	VEST	SOUTH C	ENTRAL	SOUTH	IWEST	NORTHV	VEST
PRODUCTS	WEEK	WEEK	YEAR												
1/ Feature Rate	e 7.3% 9.7% 4.2% 20.1% of 4,600 sampled 3.4% of 6,100		00 sampled	2.5% of 4,2	00 sampled	6.0% of 4,200 sampled		0.0% of 2,900 sampled		16.4% of 1,200 sampled					
2/ Activity Index	1,440	2,370	1,180	Activity In	dex = 880	Activity In	dex = 190	Activity Index = 80		Activity Index = 80		Activity Index = 0		Activity Index = 210	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	790 2.30	1,980 2.06	730 2.61	1.90 - 2.99	460 2.46	1.98	190 1.98	1.99 - 2.00	60 2.00	2.29	70 2.29			2.99	10 2.99
32 oz. crtn	650 4.42	380 3.95	410 3.99	3.98 - 5.49	420 4.44			3.49 - 3.99	20 3.67	3.49	10 3.49			4.49	200 4.49
3 - 4 oz. cup		10 1.99	40 2.79												
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.